

Message Text

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USDOC FOR BEWT/TDAD

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SUBJ: TRADE PROMOTION IN FY '76 AND THREE MONTH TRANSITION PERIOD

REF: A) STATE 147703; B) STATE 132655; C) MOSCOW 7858

1. FY 1976 TRADE PROMOTION PROGRAM FOR USSR CONTAINED PARA 10 REFTEL IS VERY MUCH IN LINE WITH VIEWS OF COMMERCIAL OFFICE. AS REPORTED REF C, WE HAVE SOME DOUBTS ON THEME FOR PROPOSED TECHNICAL SALES SEMINAR ON "COMPUTERS IN SCIENTIFIC RESEARCH," FEELING THAT THEME IS A) TOO WIDE AND B) FOCUSED ON SUPPLIERS RATHER THAN END-USERS. WE ALSO CONTINUE TO FEEL THAT THIS THEME SHOULD, IN CASE OF MOSCOW, BE CONVERTED FROM TECHNICAL SALES SEMINAR TO SEMINAR/EXHIBIT I.E. FOLLOW SAME PROCEDURE AS CURRENTLY PLANNED FOR NON-FERROUS METALS EVENT IN DECEMBER 1975. THIS WOULD, INTER ALIA, SERVE TO REDUCE COSTS OF EVENT SINCE MOSCOW LEG WOULD BE SELF-FINANCING UNDER JEEP FORMAT. CONSEQUENTLY, WE HOPE THAT REQUESTED SUPPLEMENTAL ALLOCATION WILL BE OBTAINED AND THAT NORMAL PROMOTIONAL PROGRAM CAN BE CONDUCTED. WE WILL COMMENT SEPARATELY ON QUESTION OF FALL 1976 EXHIBITION AS REQUESTED IN USDOC 9399 OF JUNE 19.

2. "WITHIN ALLOCATION PROGRAM" IN PARA 2 REFTEL IS, OF COURSE, BARE BONES PROGRAM, WITH NO PROMOTIONAL EVENTS AISDE FROM JEEPS PLANNED FOR PERIOD FOLLOWING INTERORGTECHNIKA UNCLASSIFIED

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PAGE 02 MOSCOW 08836 251639Z

EXHIBITION. ALTHOUGH USE OF COMMERCIAL OFFICE FACILITIES

FOR SEMINAR/EXHIBITS AND PRIVATE SHOWS COULD STILL RESULT IN REASONABLY ACTIVE PROGRAM, IT IS QUESTIONABLE THAT WE COULD HOPE TO HAVE MUCH SUPPORT FROM CHAMBER OF COMMERCE AND INDUSTRY FOR EVENTS STAGED IN COMMERCIAL OFFICE UNLESS WE CONTINUE TO BE ACTIVE IN CHAMBER-SPONSORED PROGRAM.

3. WE NOTE THAT PROPOSAL TO HAVE BUSINESS DEVELOPMENT OFFICE IN ONE OF THE FY 1976 SPECIALIZED EXHIBITIONS STAGED OUTSIDE OF MOSCOW IS NOT INCLUDED IN PROMOTIONAL PROGRAM BASES ON ASSUMPTION THAT SUPPLEMENTAL ALLOCATION WILL BE RECEIVED. IS THIS POSSIBILITY STILL UNDER CONSIDERATION IN BEWT?

4. FINALLY, IT SHOULD BE KEPT IN MIND THAT SOVIETS HAVE TENDENCY TO DETECT SIGNALS WHEN NONE INTENDED, AND THEY WOULD BE INCLINED TO READ IN TO "WITHIN ALLOCATION PROGRAM" A SIGNAL THAT USG COMMITMENT TO ACTIVE TRADE PROMOTIONAL PROGRAM IN USSR WAS IN DOUBTFUL CATEGORY. FOR SOVIETS, ARGUEMTNT THAT BUDGETARY POSSIBILITIES CONTROL SIZE OF OUR PROMOTIONAL PROGRAM DOES NOT RING TRUE, NO MATTER HOW PERSISTENTLY WE MAKE THE POINT.

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